

WHAT IS CLAIMED IS:

1. A broadcast receiver apparatus comprising:  
a separation unit separating video from data included in a broadcast  
wave, and

a display unit displaying the video separated by said separation unit,  
and displaying a button on said video based on button data included in said  
separated data,

wherein said display unit displays video associated data  
corresponding to a button selected by a user.

2. The broadcast receiver apparatus according to claim 1, further  
comprising:

an infrared receive unit receiving a command from an external  
source through infrared radiation,

a cursor move unit controlling movement of a cursor displayed by  
said display unit in response to the command received by said infrared  
receive unit, and

a button retrieval unit retrieving a button located at a position of  
said cursor,

wherein said display unit displays video associated data  
corresponding to the button retrieved by said button retrieval unit.

3. A broadcast receiver apparatus comprising:

a separation unit separating video from data included in a broadcast  
wave,

a display unit displaying the video separated by said separation unit,  
and displaying a button on said video based on button data included in said  
separated data,

a mail production unit referring to button data corresponding to a  
button selected by a user to produce electronic mail, and

a mail transmission unit transmitting the electronic mail produced  
by said mail production unit.

4. The broadcast receiver apparatus according to claim 3, further comprising:

an infrared receive unit receiving a command from an external source through infrared radiation,

5 a cursor move unit controlling movement of a cursor displayed by said display unit in response to the command received by said infrared receive unit, and

a button retrieval unit retrieving a button located at a position of said cursor,

10 wherein said mail production unit refers to button data corresponding to the button retrieved by said button retrieval unit to produce said electronic mail.

5. The broadcast receiver apparatus according to claim 4, wherein said mail production unit produces said electronic mail using a template included in button data corresponding to the button retrieved by said button retrieval unit.

6. The broadcast receiver apparatus according to claim 4, wherein said mail production unit produces said electronic mail using a mail address included in button data corresponding to the button retrieved by said button retrieval unit.

7. The broadcast receiver apparatus according to claim 4, further comprising a user information managing unit managing user information,

5 wherein said mail production unit produces said electronic mail based on user information under control of said user information managing unit.

8. A broadcast receiver apparatus comprising:

a separation unit separating video from data included in a broadcast wave,

a display unit displaying the video separated by said separation unit,

5 and

a communication unit receiving an externally applied command, and transmitting video associated data included in the data separated by said separation unit to an external source.

9. The broadcast receiver apparatus according to claim 8, further comprising a still picture production unit producing a still picture from the video separated by said separation unit,

5 wherein said communication unit transmits button data included in the data separated by said separation unit, and the still picture produced by said still picture production unit to an external source.

10. A broadcast receiver apparatus comprising:  
a separation unit separating video from data included in a broadcast wave,

5 a display unit displaying the video separated by said separation unit,

a first communication unit receiving an externally applied command to transmit button data included in the data separated by said separation unit, and receiving electronic mail from an external source, and

10 a second communication unit transmitting the electronic mail received by said first communication unit.

11. The broadcast receiver apparatus according to claim 10, further comprising a still picture production unit producing a still picture from the video separated by said separation unit,

5 wherein said first communication unit transmits the button data included in the data separated by said separation unit and the still picture produced by said still picture production unit to an external source.

12. A remote controller comprising:

a communication unit receiving data and an image from an external source,

5 a display unit displaying the image received by said communication unit and displaying a button on said image based on button data included in said data, and

a select unit selecting a button displayed by said display unit, wherein said display unit displays video associated data corresponding to the button selected by said select unit.

13. A remote controller comprising:

a communication unit receiving data and an image from an external source, and transmitting electronic mail to an external source,

5 a display unit displaying the image received by said communication unit, and displaying a button on said image based on button data included in said data,

a select unit selecting a button displayed by said display unit, and a mail production unit referring to button data corresponding to the button selected by said select unit, and producing said electronic mail.

14. The remote controller according to claim 13, wherein said mail production unit produces said electronic mail using a template included in button data corresponding to the button selected by said select unit.

15. The remote controller according to claim 13, wherein said mail production unit produces said electronic mail using a mail address included in button data corresponding to the button selected by said select unit.

16. The remote controller according to claim 13, further comprising a user information managing unit managing user information,

5 wherein said mail production unit produces said electronic mail based on user information under control of said user information managing unit.

17. A broadcast reception system including a broadcast apparatus superposing video and data on a broadcast wave for transmission, a

broadcast receiver apparatus receiving the broadcast wave transmitted from  
said broadcast apparatus, and a remote controller controlling said broadcast  
5 receiver apparatus,

wherein said broadcast receiver apparatus comprises  
a separation unit separating video from data included in the  
broadcast wave transmitted from said broadcast apparatus,

10 a display unit displaying the video separated by said separation unit,  
and displaying a button on said video according to button data included in  
said separated data, and

a select unit selecting a button displayed by said display unit in  
response to designation from said remote controller,

15 wherein said display unit displays video associated data  
corresponding to the button selected by said select unit.